

NJ ADVANCE MEDIA

NJADVANCEMEDIA.COM

2024

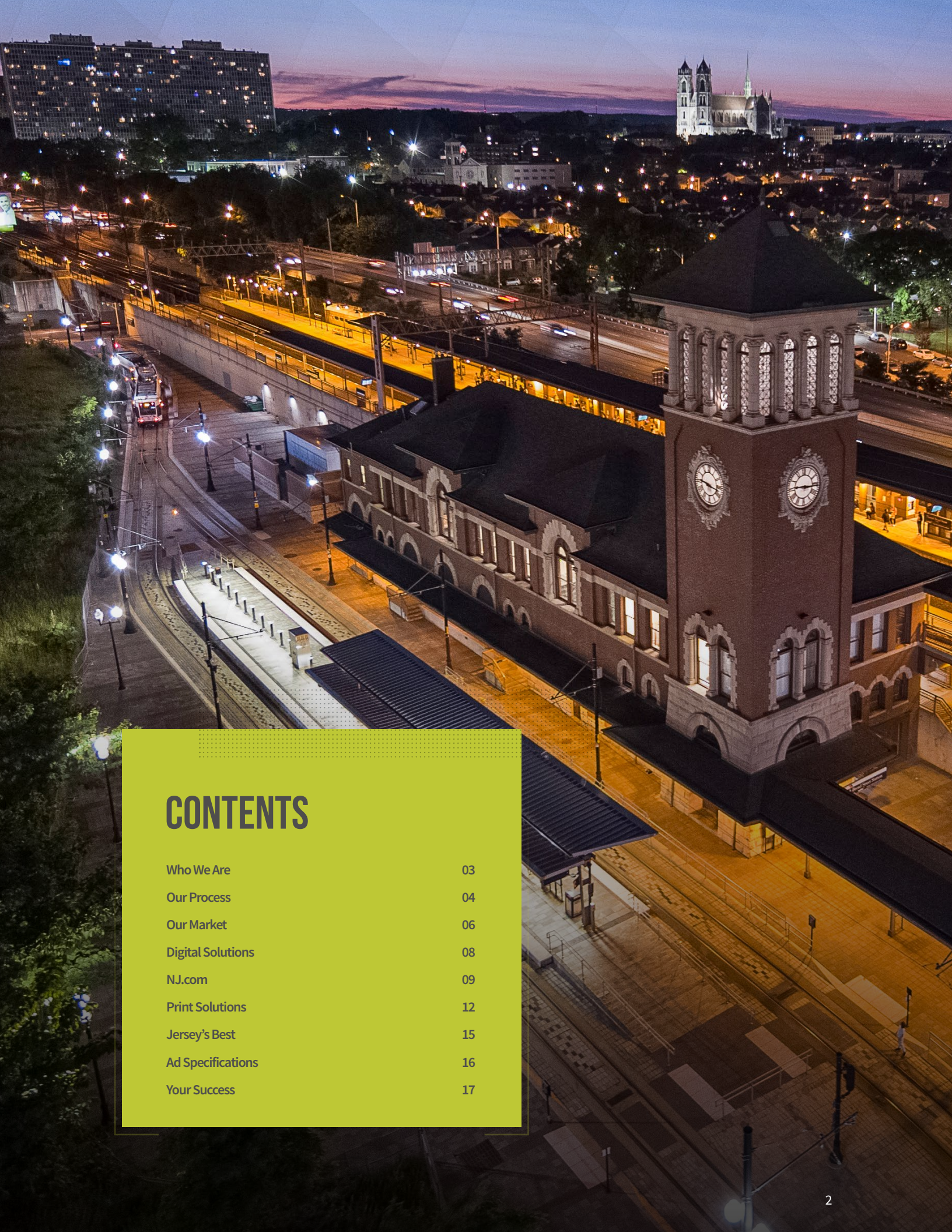
# MEDIA KIT



**EXPERT MARKETING AND CLIENT STORYTELLING.  
AWARD-WINNING, IMPACTFUL JOURNALISM.  
LOCAL PRESENCE. NATIONAL REACH.**



REPRESENTING  
**nj**.com



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# NJ ADVANCE MEDIA

LOCAL PRESENCE. NATIONAL REACH.

## ADVANCE: A GLOBAL COMPANY

ADVANCE owns, operates and invests in companies spanning media, entertainment, technology, communications, education and other promising growth sectors. Building the value of companies over the longterm by fostering growth and innovation, Advance's portfolio includes Advance Local, Condé Nast, Stage Entertainment, American City Business Journals, Leaders Group, Turnitin, Ironman Group and Pop. Advance is also among the largest shareholders in Charter Communications, Discovery and Reddit.

## ADVANCE LOCAL

NJ Advance Media is part of Advance Local which is among the largest media groups in the United States, operating the leading news and information companies in more than 25 cities, reaching more than 50 million people monthly with our quality, real-time journalism and community engagement. Advance Local also includes our digital innovation team — Alpha Group, Headline Group, and MV Digital — our political and advocacy focused agency.



# OUR PROCESS

*Begins with you*



NJ ADVANCE MEDIA IS AN EXTENSION OF YOUR MARKETING TEAM.

**HANDS ON ATTENTION | PREMIUM TECHNOLOGY | CERTIFIED DIGITAL EXPERTS**



## > **LEARN ABOUT YOU/GOAL SETTING:**

We take the time to understand all your marketing and business needs, then create the appropriate goals and KPI's for each stage of your campaign.



## > **RESEARCH:**

Provide market insights analysis including demo/ psychographics, competitive landscape and key economic factors to help guide strategy, audience selection and marketing communications.



## > **CREATIVE DEVELOPMENT:**

Conduct comprehensive brand discovery, development and refinement if required. Design all facets of creative including logo design, marketing collateral and ad campaigns.



## > **CONTENT DEVELOPMENT:**

Create insightful, relevant content that enhances your business reputation as an industry leader, generates awareness and builds trust with your customers.



## > **DATA & ANALYTICS:**

Synthesize data points and insights from market research and creative to micro-target your desired audiences.



## > **CAMPAIGN MANAGEMENT:**

Dedicated team of marketing experts collaborate to manage your campaign goals, KPIs and refine and optimize the campaign to ensure targeting efficiency and effectiveness.

# RESOURCES

# Support the mission



## > CREATIVE SERVICES

We're dedicated to bringing your brand and your message to life with engaging designs and effective messaging to showcase your products and services, and connect with your target audience.

**100+ FIRST PLACE AWARDS from the New Jersey Press Association including the GENERAL EXCELLENCE award, 30+ NJ Ad Club Jersey Awards and a host of other honors since 2014.**

**Branding | Digital Display | Print Display | Video Editing & Production | Marketing Collateral | Social | Email | Signage | Magazines | Photography | Motion Graphics | Direct Mail**



## > RESEARCH & DATA SERVICES

Industry and market research guide our campaign strategy, execution, and optimization process. First and third-party research from myriad data sources allows us to develop meaningful audience and market insights that help you make strategic marketing decisions.

**Market Analysis | Demographic Profiles | Population Projections | Consumer Segmentation | Competitor Analysis | CRM Analysis | Market Surveys**



## > CONTENT SERVICES

The Content Marketing team creates tailor-made products designed to meet any audience or need, including the medical industry, real estate, education, non-profit and much more.

Our proven track record of creating engaging content delivered through a variety of channels will allow you to showcase your brand, company or promotion, or position yourself as an industry leader.

**Feature Stories | Content Marketing Articles | Website Content | Blog Posts | Targeted Social Media | Video Scripts | Marketing Collateral | Press Releases**

# NEW JERSEY IS Powerful

Nestled between two major media markets, New Jersey shares its considerable influence with and benefits from its proximity to, and being a part of both the New York and Philadelphia DMAs.

ON ITS OWN, NEW JERSEY WOULD RANK AS THE **4TH LARGEST DMA IN THE COUNTRY** BEHIND NEW YORK, LOS ANGELES AND CHICAGO.

For a small state, New Jersey is packed with people [9.3 million of them], cultural and geographic diversity [ski, beach, farm, gamble], and a lot of disposable income.



# THE Weathriest STATE IN THE NATION

...and home to 3 of the top 20 wealthiest counties in the country: Somerset [16], Morris [17] and Hunterdon [18].

In fact, New Jersey wields considerable spending power. Take a look at just a few of the key expenditure estimates.

## PROJECTED ANNUAL SPENDING

|  |                  |
|--|------------------|
| FOOD AT HOME .....                         | \$18,758,712,906 |
| HOME FURNISHINGS/EQUIPMENT .....           | \$9,311,718,648  |
| TRAVEL .....                               | \$6,213,820,790  |
| HIGHER EDUCATION .....                     | \$5,566,065,941  |
| HOME MAINTENANCE/<br>REPAIR SERVICES ..... | \$5,142,585,554  |
| HEALTHCARE SERVICES .....                  | \$4,263,870,478  |
| AUTOMOTIVE MAINTENANCE/<br>REPAIRS .....   | \$3,822,093,733  |
| PERSONAL CARE SERVICES .....               | \$1,657,527,755  |
| ENTERTAINMENT .....                        | \$1,413,504,257  |
| LEGAL FEES .....                           | \$615,434,333    |

Source: Claritas Pop-Facts Premier 2024. U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates, Mean Household Income. Claritas Consumer Spending Dynamix 2023.

# WE HAVE THE Audience YOU NEED TO REACH



## WEBSITES

- > NJ.com
- > Lehighvalleylive.com
- > Jerseysbest.com
- > Mosaic.nj.com

## DAILY NEWSPAPERS

- > The Star-Ledger
- > The Times of Trenton
- > South Jersey Times
- > The Express-Times

## MAGAZINE

- > Jersey's Best

## WEEKLY NEWSPAPERS

- > Hunterdon County Democrat
- > Hunterdon Observer
- > Warren Reporter

# DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH  
ANYTIME, ANYWHERE.

## VIDEO PLACEMENT

- In-Story
- Native Click-out
- YouTube
- OTT/CTV

## VIDEO CREATION

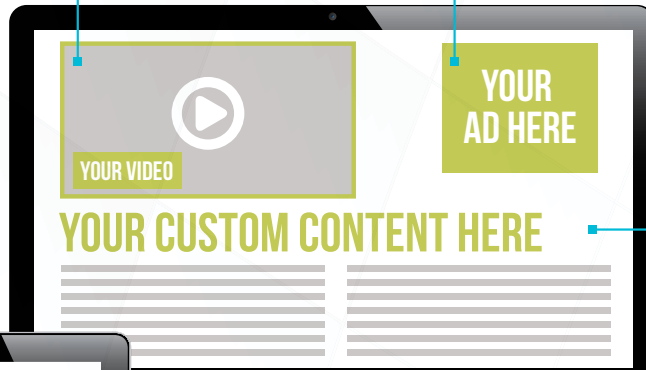
- Photo Montage
- Video Editing
- Video Full Production

## ONLINE DISPLAY ADVERTISING

- Direct sold NJ.com digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- HTML5

## DIGITAL OUT-OF-HOME

- Billboard
- Kiosks
- Transit
- And more



## CONTENT MARKETING

- Content Creation
- Content Strategy
- Content Promotion



## EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting



## STREAMING AUDIO

## SOCIAL MEDIA (PAID)

- Strategy
- Marketing
- Optimization



## SEARCH ENGINE OPTIMIZATION (SEO) SEARCH ENGINE MARKETING (SEM) WORDPRESS WEBSITE DEVELOPMENT

WE DELIVER YOUR MESSAGE TO ENGAGED READERS THROUGH  
WORLD-CLASS TECHNOLOGY, LOCAL EXPERTISE AND PREMIUM BRANDS.



NJ.COM IS THE...

#1

## LOCAL NEWS WEBSITE IN THE STATE

AMONG TOP 5 IN THE COUNTRY\*

We're tough when we have to be, as authentic as the readers we serve, and our journalism makes an impact.

We've won Pulitzers, Emmys and many other honors. **More importantly, we've won the trust of our communities and millions of readers.** New Jersey audiences turn to NJ.com for critical breaking news, information and resources more than any other local news website.

### Top 10 Local News Websites

Among NJ Adults 18+

- |                  |                        |
|------------------|------------------------|
| 1. <b>NJ.com</b> | 6. NBCNewYork.com      |
| 2. NYTimes.com   | 7. CBSnews.com/newyork |
| 3. News12.com    | 8. Fox5NY.com          |
| 4. ABC7NY.com    | 9. NorthJersey.com     |
| 5. NYPost.com    | 10. APP.com            |

NEW JERSEY  
**3.6 MILLION**  
UNIQUE VISITORS  
MONTHLY

**24 MILLION**  
PAGE VIEWS  
MONTHLY

**The strength of NJ.com's audience and its award-winning news allows you to capture the attention of users that are engaged with content that matters.**

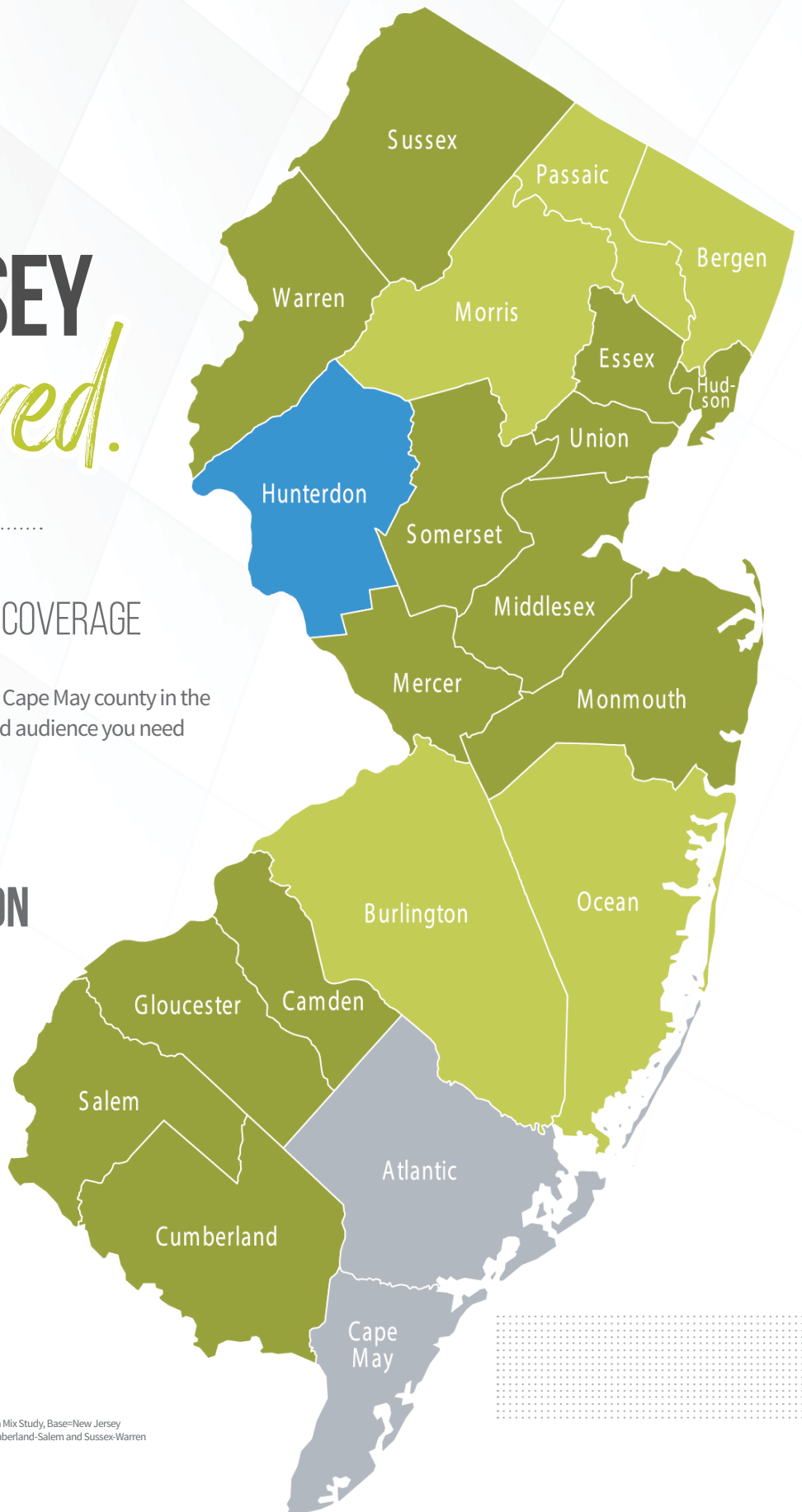
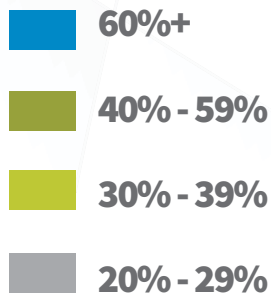
Source: \*Comscore Jan - Nov 2023. Nielsen Scarborough 2023 Release 1 New York/Philadelphia Mix Study, Base=New Jersey, Media outlets visited past 30 days. GoogleAnalytics, 12-month average December 2022 - November 2023. (among permission-based tracked devices)

# NJ.COM HAS NEW JERSEY *Covered.*

## DELIVERING STATEWIDE COVERAGE

From Sussex county in the north to Cape May county in the south, NJ.com has the coverage and audience you need throughout the state.

## NJ.COM PENETRATION ADULTS W/ HHI \$50K+



Source: 2023 & 2022 Release 2 Nielsen Scarborough New York/Philadelphia Mix Study, Base-New Jersey  
\*Counties combined to ensure stable sample sizes: Atlantic-Cape May, Cumberland-Salem and Sussex-Warren

# NJ.COM AUDIENCE PROFILE



Age:



Gender:

WOMEN..... **47%**  
MEN..... **53%**



College Educated  
**76%**

Household Income:

\$100K+ ..... **57%** | \$50K-\$99.9K..... **26%**  
<\$50K..... **17%**



Employed  
**77%**



Homeowners  
**66%**



Married  
**56%**



Children in Home  
**40%**  
UNDER 18

# PRINT SOLUTIONS



WE OWN **NEW JERSEY'S NEWS**

**NEARLY 900,000** NEW JERSEY READERS

NJ Advance Media's award-winning journalism reaches more readers than any other local news source.

From broad reach to ZIP code-level targeting, your message can connect with an audience that proactively engages with our content. As part of a well-rounded marketing campaign, print is highly effective in building brand awareness, elevating trust and driving direct consumer action.

| PUBLICATION               | FORMAT   | PUBLISHES |
|---------------------------|----------|-----------|
| The Star-Ledger           | Standard | Daily     |
| The Times (of Trenton)    | Standard | Daily     |
| South Jersey Times        | Standard | Daily     |
| The Express-Times         | Standard | Daily     |
| Hunterdon County Democrat | Standard | Thursday  |
| Hunterdon Observer        | Tabloid  | Thursday  |
| Warren Reporter           | Standard | Friday    |
| Jersey's Best             | Magazine | Quarterly |



**84%**

**OF CONSUMERS TRUST IN BRANDS THAT ADVERTISE IN NEWS**

DISTRIBUTION AND ZONING INFORMATION AVAILABLE. ASK FOR DETAILS.

# PRINT SOLUTIONS

## INSERT ADVERTISING

Reach thousands of engaged readers in our newspapers with a variety of targeting options for freestanding insert/preprint advertisers.



## Specialty AND High Impact ADVERTISING

Put your message front and center with can't miss placements that grab immediate attention.

## SPADEAS

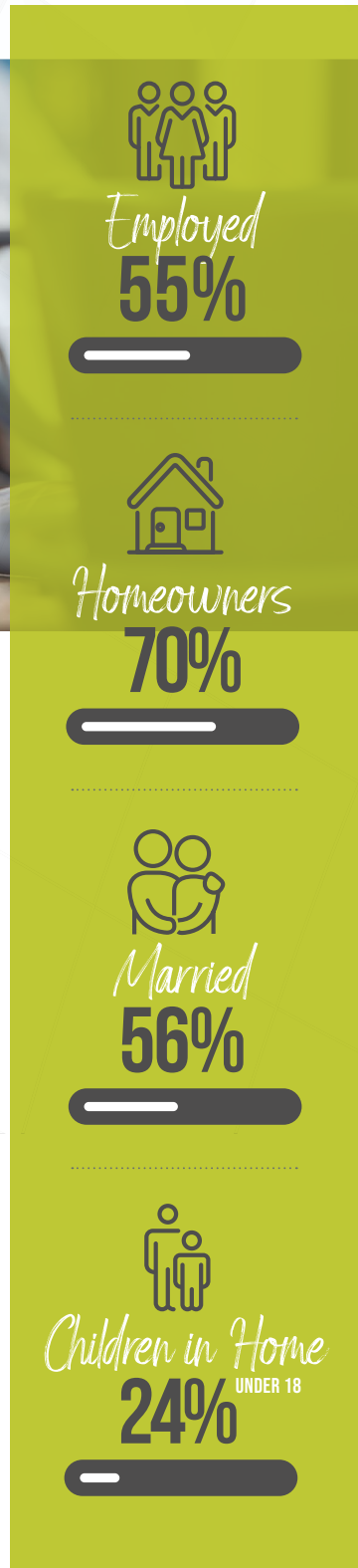
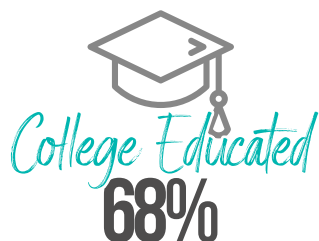
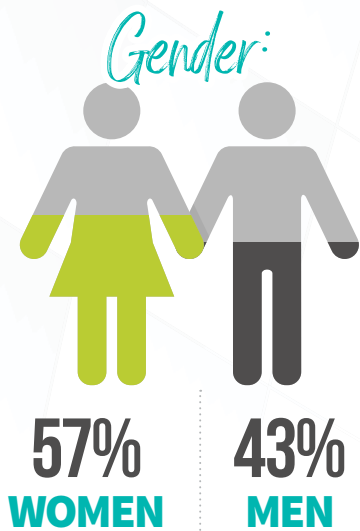
Wrap your brand and message around the first book of the newspaper. The equivalent of 3 full pages in a pull and save format that makes it easy to refer to for future reference.



## FRONT PAGE SKYBOX AND STRIP ADS

Command attention and exclusive placement on the front page of the newspaper. Additional opportunities available on inside section fronts to boost your message.

# PRINT AUDIENCE PROFILE



Source: Nielsen Scarborough 2023 Release 1 NY/PH Mix Study, Base= New Jersey. Reader profile includes all NJ Advance Media publications available in Scarborough.

# Jersey's BEST

**Multi-faceted Lifestyle and Entertainment Environment** focused on the Garden State in all its glory.

Diverse in its content, audience and delivery channels, Jersey's Best combines the expertise of our award-winning writing and creative teams to present a refreshing, cutting-edge look at everything you need to know about New Jersey. With a hint of humor and moxie, we celebrate the people, places and things that make us proud to call New Jersey home.

**Download Full Media Kit**



## WEBSITE

A crisp, clean digital environment, jerseybest.com is the cornerstone of an enriching content environment that will cast a halo of quality and credibility over your brand, content marketing, and display advertising.

**Website Audience:**

**Users**

**Monthly Avg.**

**67,648**

Source: Google Analytics, 12-month average Jan - Dec 2023.



## MAGAZINE

Published quarterly and caters to a seasoned audience that appreciates kicking back with artfully designed pages that spring to life with Jersey attitude.

**58%**

**FEMALE**

**63%**

**HOMEOWNERS**

**67%**

**COLLEGE EDUCATED**

**\$127,668**

**AVG. HH INCOME**

**291,764**

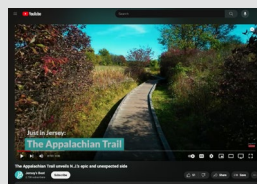
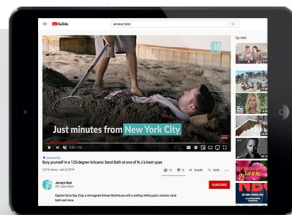
**Print Readership**

Read Past 6 Months

Source: Nielsen Scarborough 2023 Release 2 New York/Philadelphia Mix Study. Magazines read past 6 months.

## VIDEO

Jersey's Best videos reach a large, engaged audience and have amassed views ranging from 40,000 to more than 1 Million! Your video content marketing can also make a deep connection with quality audiences by sharing your story across our social platforms.

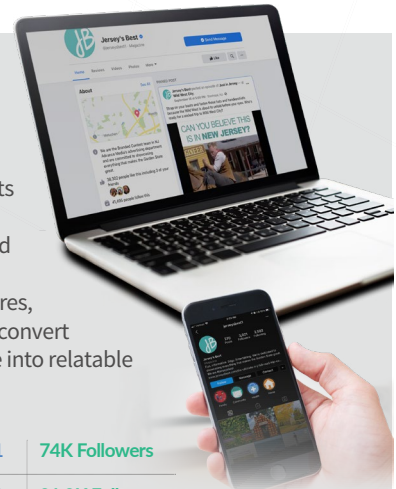


Facebook Watch



## SOCIAL

Our daily social efforts attract, engage and inspire with posts and videos in true Jersey fashion. Follows, shares, likes and comments convert mere social presence into relatable dialog with our fans.



|  |                |                 |
|--|----------------|-----------------|
|  | @jerseysbest1  | 74K Followers   |
|  | @jerseysbest1  | 91.9K Followers |
|  | @jerseysbest_1 | 32.8K Followers |
|  | @jerseysbest_1 | 3.9K Followers  |
|  | @jerseysbest_1 | 2.75K Followers |

Followers as of 1/8/24

# ADVERTISING SPECIFICATIONS

## DIGITAL ADS (DESKTOP & MOBILE)

| Ad Size   | Common Names                               | Resolution | File Size | Animation |
|-----------|--|------------|-----------|-----------|
| 728x90    | Leaderboard                                | 72 dpi     | 60k max   | Yes       |
| 300x250   | Rectangle                                  | 72 dpi     | 60k max   | Yes       |
| 300x600   | Half page                                  | 72 dpi     | 60k max   | Yes       |
| 1080x1080 | Full page                                  | 72 dpi     | 200k max  | Yes       |
| 300x1050  | Portrait                                   | 72 dpi     | 250k max  | Yes       |
| 320x50    | Mobile Banner/<br>Mobile Adhesion Unit     | 72 dpi     | 60k max   | Yes       |
| 300x250   | Mobile Rectangle                           | 72 dpi     | 60k max   | Yes       |
| 970x250   | Billboard                                  | 72dpi      | 200k max  | Yes       |
| 970x90    | Adhesion Unit                              | 72dpi      | 60k max   | Yes       |
| 1200x628  | Native Display                             | 72dpi      | 1200k max | No        |
| 1080x1080 | Facebook & Instagram<br>Single Image Posts | 72dpi      | 2mb max   | Yes       |
| 1080x1920 | Facebook & Instagram<br>Stories            | 72dpi      | none      | Yes       |

**FILE FORMATS:** JPG | GIF | HTML5 Zip | 3rd Party Tag

\* If providing a 3rd party tag, please see full spec sheet for further details.

**ALL ANIMATION**  
(GIF/HTML5 Tag)

**MUST STOP AFTER 15 SECONDS.**

**DELIVERABLE:**

**FOR STATIC ADS:**  
JPG or GIF file

**FOR ANIMATED:**  
GIF file or HTML5 .ZIP file  
or 3rd Party Tag

\* All RRM units are built by NJ Advance Media<sup>2</sup>. If not providing 3rd party tag please provide all art elements and click-through URL(s).

<sup>2</sup> Unless providing a 3rd party tag

## HOMEPAGE TAKEOVER

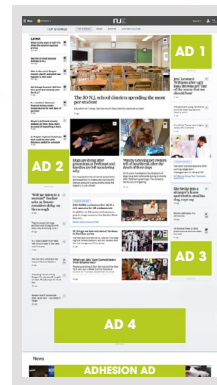
Full Takeover experience on (Desktop and Mobile) | Adhesion Units available to local direct sellers only | **Geo-targeted to region** – based on advertiser reach

### DESKTOP

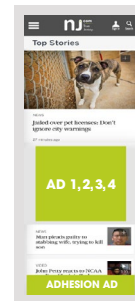
- Ad 1, 2, 3 – 300x250 Rectangle Ad Placement**
  - Can also accept Native display in this placement
- Ad 4 – 970x250 Billboard**  
(or 970x90 or 728x90)
- Adhesion Ad – 970x90**  
(sticks on scroll until next breakpoint)

### MOBILE

- Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Placement**
  - Can also accept Native display in this placement
- Adhesion Ad – 320x50**



DESKTOP TAKEOVER



MOBILE TAKEOVER

Download our complete print and digital advertising specifications here:  
<https://www.njadvancemedia.com/ad-specifications/>

Click The Link



# COMMITTED TO YOUR *Success!*

- > Local, personal service
- > Direct placement on New Jersey's #1 news site, NJ.com
- > Guaranteed Google ad network compliance
- > Google certified experts
- > Comprehensive digital reach capabilities
- > Transparent reporting
- > Ongoing optimization
- > Best-in-class data and technology partners

## DESIGNER AWNINGS

"I had two back-to-back busy seasons, which has never happened before. Having this marketing team looking strategically at my business and goals made a tremendous difference."

**Dario Tiberii** | Owner

## COLLEGE OF AUTOMOTIVE AND DIESEL TECHNOLOGY

"Your team's technological capabilities specifically target our intended audience resulting in a dramatic increase in qualified leads, and most importantly, increased sales."

**Patrick Hart**, College President

let's work together  
**CONTACT US**

FOR MORE INFORMATION :



visit  
[njadvancemedia.com](http://njadvancemedia.com)



email  
[marketing@njadvancemedia.com](mailto:marketing@njadvancemedia.com)



REPRESENTING  
**nj.com**



Click Here to  
see our work.

